

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



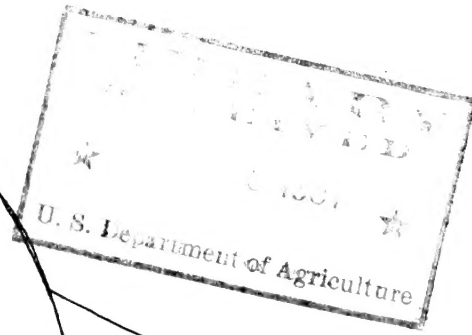
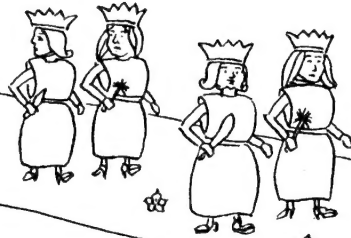
62,20

cable address FLOWHAWA

The Royal Line

**FLOWERS OF HAWAII**

2016 WILSHIRE BOULEVARD • LOS ANGELES 5 • CALIFORNIA • DU 8-5106



cable address FLOWHAWA

The Royal Line

**FLOWERS OF HAWAII**

2016 WILSHIRE BOULEVARD • LOS ANGELES 5 • CALIFORNIA • DU 8-5106

## Aloha! Mr. Advertising Agent:

Planning a promotion for a client? Want a novel way to launch a new client in business? Got one of those anniversary sales or birthdays coming up that needs something "different" this year? Or perhaps, you want to launch a new campaign and can't think of anything really "hot" to get it started with?

Well, here's your answer... and we're sure your plans board will agree! In this brochure you will see the most talked about... most successful promotional item in America today! It's the Princess Aloha Orchid, royal member of a royal family of exotic flowers, flown direct from Hawaii by FLOWERS OF HAWAII, LTD. The only company of its kind in the world.

Experience has demonstrated that orchids will bring more people running than anything tried before. Why? Because an orchid is the flower of romance... with a truly magic appeal to everyone's emotions.

Surveys show that three-fourths of the women in the United States have never had an orchid, and you can take advantage of this appeal at a price so reasonable as to be almost unbelievable.

Read the enchanting story of Princess Aloha, second to none in beauty and durability... delightfully dainty in size... fully mature and long-lasting. Consider its possibilities for you. Write for details on a complete promotional package that we will gladly furnish to make your orchid promotion an outstanding success.

**This is important: our address has changed. We have moved from 417 East Eighth Street to 2016 Wilshire Boulevard, Los Angeles. Please correct your records.**

**FLOWERS OF HAWAII LTD.**

*Edwin B. Kanner*

GENERAL OFFICES: P. O. 1145 • HILO, T. H. • CABLE ADDRESS "FLOWILO"

Flowers for Sales Promotions • Tropical Flowers & Foliages • Princess Aloha Orchids • Display Designers • Fernwood Products • World's largest growers of Anthuriums



**IMPORTANT!**  
**-FOR YOUR RECORDS**  
**FLOWERS OF HAWAII**  
**HAS MOVED**  
 FROM 417 EAST EIGHTH STREET  
**TO**  
**2016 WILSHIRE BLVD.**  
 LOS ANGELES 5, CALIF., TEL. DUNKIRK 8-5106, TELEGRAMS: WUX CDT

**WE'RE CELEBRATING OUR  
 MOVE WITH THESE ENTIRELY  
 NEW AND ORIGINAL WAYS  
 TO GIVE YOU GREATER SALES  
 WITH**

**A PRINCESS ALOHA  
 ORCHID PROMOTION\***

ORIGINATED, DESIGNED AND DEVELOPED BY THE WORLD'S LARGEST GROWERS AND  
 DIRECT SELLERS OF HAWAIIAN FLOWERS, FOLIAGE AND FERNWOOD PRODUCTS.  
 ONLY THE ONE AND ORIGINAL FLOWERS OF HAWAII, LTD., OFFERS THE PERFECT  
 ORCHIDS YOU WANT, IN VARIED STYLES TO MEET YOUR NEEDS.



ACTUAL SIZE OF FLOWER

You've heard of the truly sensational success of orchids for store  
 promotion and re-sale...but concerning the flowers and their  
 source you may have heard misleading and inaccurate statements.  
 As the world's largest grower and originator-developer of  
 "ORCHID PROMOTIONS," selling only the choicest, selected  
 blooms to you, we're setting the record straight, once and for all.  
 We ship **ONLY TRUE PRINCESS ALOHAS, THE ARISTOCRAT OF**  
**VANDA ORCHIDS.** This is PRINCESS ALOHA in exquisite natural

size, dainty aristocrat of the Vanda family...grown on our  
 own Hilo, Hawaii plantations, chosen after a unique "GRAD-  
 ING" inspection under the most exacting standards to bear this  
 royal name.

Flown direct to you **ANY TIME OF YEAR** from Hawaii, dew-fresh  
 and lovely. No middleman involved, no warehouse storing...  
 no culls or second grades such as are being offered at sup-  
 posedly "bargain" prices.

**FASHIONED FOUR WAYS TO SERVE YOUR INDIVIDUAL NEEDS**

You may choose between four popular stem-stylings in a wide  
 price range. Each is designed to protect the flower, and all con-  
 tribute to its glamour...the exotic appeal that no feminine heart  
 can resist. **Also available in 2 or 3 orchid corsages.**

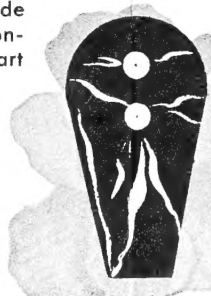
**Radiant Corsage Type  
 Princess Aloha  
 "Flora Dressed"**

Gracefully "FLORA DRESSED"  
 with a curl of wired stem neatly  
 taped into a radiant corsage in  
 delicate shades of orchid or  
 green. Ribbon Bow available at  
 small additional cost.



**Glamorous Princess  
 Aloha in Costume  
 Jewelry Holder  
 Foil Dressed**

Gleaming metallic foil is cle-  
 verly shaped in this handsome  
 holder, kimpak-lined, self-lock-  
 ing, perforated for stem and pin.  
 In gold, silver, copper and  
 jewel-tones of amethyst and  
 emerald.\*



**Alluring "Natural"  
 Princess Aloha**

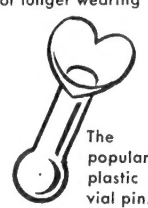
Trimly practical, this styling pro-  
 tects the flower with a twist of  
 moist cotton firmly capping the  
 stem.\*



**AND NOW-**

**PRINCESS ALOHA IN  
 THE ENTIRELY NEW EMERALD  
 CUT "JEWELRY" HOLDER**

As airily slender as the slipper that fitted Cin-  
 derella's dainty foot is the new feather-weight  
 version of our plastic vial pin. With a sturdy rust-  
 proof pin fixed firmly at its back, it is self-locking  
 to guard the flower, holds water for longer wearing  
 without leaking, and weighs just  
 HALF as much as the former pin,  
 for economy in shipping and no-  
 sag wearing. In crystal clear and  
 jewel-tones. It is a permanent  
 gift that will be treasured to  
 wear again and again with other  
 flowers.



The popular plastic vial pin.



**YOU BUY MORE THAN THE CHOICEST ORCHIDS WHEN YOU BUY  
 PRINCESS ALOHAS FROM FLOWERS OF HAWAII, LTD....YOU BUY  
 A COMPLETE MERCHANDISING PROGRAM...**

Yes... Here is a complete "Package"... a detailed breakdown of procedure...  
 How to start... What steps to take... Whose help to solicit... the simple steps  
 which you should follow from beginning to end... to make your Princess Aloha  
 Promotion the most successful promotion in the history of your store...  
 And More... We give you store display ideas... Sample Ads... Publicity Releases  
 and Ideas... Newspaper Ads and Layouts... Mats... and Publicity Releases...  
 Radio Spots... The Complete Tools to work with... as well as the most original  
 idea you have ever used...

Write today for complete details of a Princess Aloha Orchid Promotion in  
 your store... There is a Flowers of Hawaii, Ltd. representative near you  
 who will answer all of your questions in person.

**PRINCESS ALOHA ORCHIDS—Price schedule by seasons**

Code No.	Description—No. in Carton	Spring	Summer	Fall	Winter	Quantity
PAON	NATURAL (100's) stem wrapped in moist cotton	.10	.09	.10	.11	
PAOD	FOIL-DRESSED (100's) Costume Jewelry	.115	.105	.115	.125	
PAOF	FLORA-DRESSED (100's) stems wired & taped	.125	.115	.125	.135	
PAOV	VIAL (100's and 250's) in heart-shaped plastic vial pin	.16	.15	.16	.17	

\* Spring (Jan. 1—May 14); Summer (May 15—Aug. 30);  
 Fall (Sept. 1—Oct. 31); Winter (Nov. 1—Dec. 31)

All prices are net 10 days and are FOB West Coast. Shipping charge ranges  
 from 1/2c to 2c per flower depending on destination, size of order and style.

**A COMPLETE WINDOW DISPLAY**

In either \$15.00 or \$25.00 Prepaid Package as a  
 new feature to give you the authentic background to  
 your "Orchid Day" promotion. The Display package  
 includes a complete assortment of Flowers and  
 Foliage... for window or sectional display.

**FLOWERS OF HAWAII**

*The Regal Line*

2016 WILSHIRE BOULEVARD

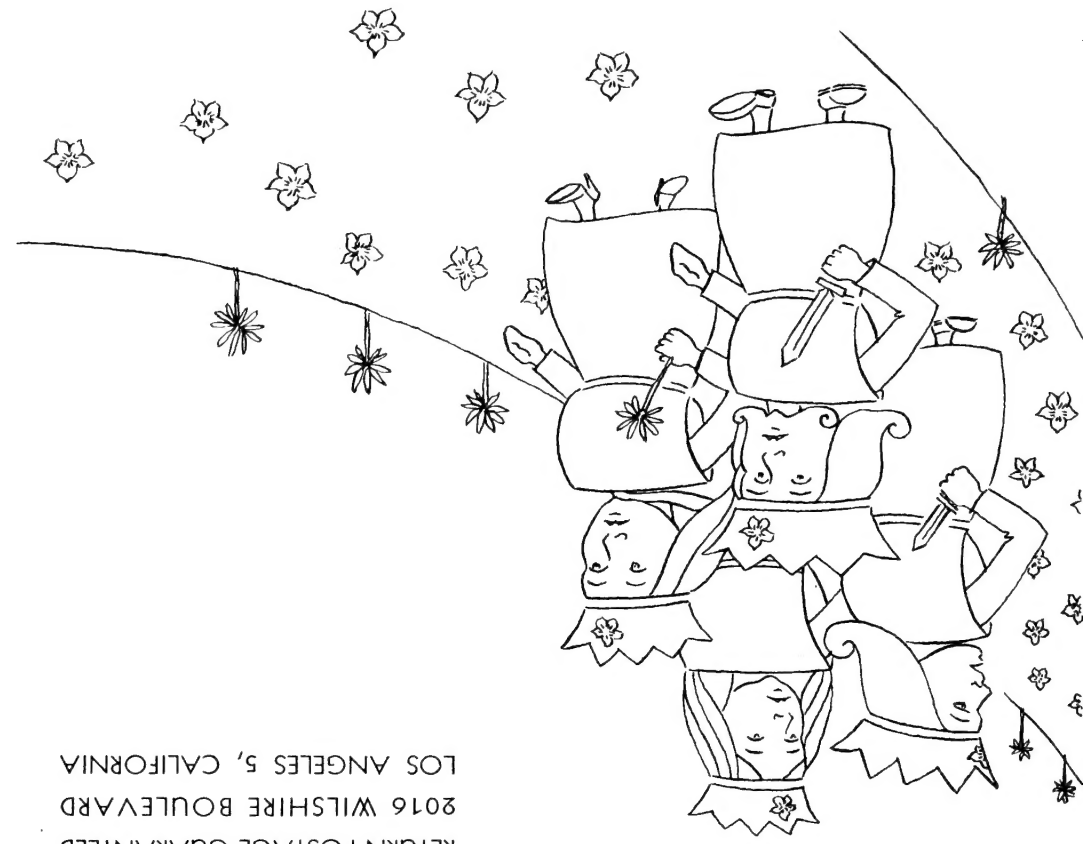
LOS ANGELES 5 • CALIFORNIA

**FLOWN DIRECTLY TO YOU FROM OUR PLANTATION IN HILO, HAWAII**

*with a Regal Family*

# ROYAL ROAD TO RICHES

*Travel the*



RETURN POSTAGE GUARANTEED  
2016 WILSHIRE BOULEVARD  
LOS ANGELES 5, CALIFORNIA

Sec. 34.66 P. L. & R.  
U.S. POSTAGE  
PAID  
LOS ANGELES, CALIF.  
PERMIT No. 15758

